

**THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: )  
Jon C. EVANS et al. ) Group Art Unit: 3627  
Application Number: 09/887,526 ) Examiner: Andrew Joseph RUDY  
Filed: June 25, 2001 )  
For: SYSTEM AND METHOD FOR COMPUTER-CREATED ADVERTISEMENTS )

**SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT**

Commissioner for Patents  
Washington, D.C. 20231  
**ATTN: Mail Stop Amendment**  
Sir:

Pursuant to 37 C.F.R. §1.97 and § 1.98, Applicants submit for consideration in the above-identified application the documents listed on the attached Form PTO SB/08a/b. Pursuant to the USPTO notice dated July 11, 2003, waiving the requirement under 37 C.F.R. § 1.98 (a)(2)(i) to provide copies of U.S. Patents and U.S. Published Applications, copies of those references are not submitted.

Consideration of the foregoing plus the prompt return of a copy of the enclosed Form PTO SB/08a/b with the Examiner's initials in the left column in accordance with MPEP 609 are respectfully requested.

This Information Disclosure Statement is being submitted after the mailing of a non-final Office Action, but is believed to be prior to a final Office Action or a Notice of Allowance. Pursuant to 37 C.F.R. § 1.97(c)(2), the Commissioner is authorized to charge \$180.00 as set forth in § 1.17(p) to the undersigned Deposit Account No. 50-1682. In the event any variance exists between the amount authorized and the Patent Office charges, please charge or credit any difference to the undersigned's Deposit Account No. 50-1682.

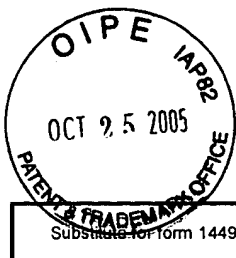
Respectfully submitted,  
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Date: October 25, 2005

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ALTERNATIVE TO PTO/SB/08a/b (06-03)

<b>Substitute for form 1449/PTO</b>  <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (Use as many sheets as necessary)				<b>Complete if Known</b>	
				Application Number	09/887,526
				Filing Date	June 25, 2001
				First Named Inventor	Jon C. EVANS et al.
				Art Unit	3627
				Examiner Name	Andrew Joseph Rudy
				Attorney Docket Number	144797.00100
Sheet	1	of	1		

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
	1.	5,541,991	07/30/1996	Benson et al.	
	2.	5,680,619	10/21/1997	Gudmundson et al.	
	3.	5,907,704	05/25/1999	Gudmundson et al.	
	4.	6,005,560	12/21/1999	Gill et al.	
	5.	6,052,514	04/18/2000	Gill et al.	
	6.	6,081,262	06/27/2000	Gill et al.	
	7.	6,633,666 B2	10/14/2003	Gill et al.	
	8.	6,940,518 B2	09/06/2005	Minner et al.	
	9.	6,947,959 B1	09/20/2005	Gill	

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
		Country Code <sup>3</sup> -Number <sup>4</sup> -Kind Code <sup>5</sup> (if known)	MM-DD-YYYY			

\*EXAMINER: Initial if information considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>

\*EXAMINER: Initial if information considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached.

Examiner Signature		Date Considered	
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